

# RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD  
Region Operations Mgr

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October 23, 1997

RJR Account #570300

Mr. T. Hyrb  
SCHEIDELMAN, INC.

## NOVEMBER DORAL B2G1F / PROMOTION #701647

Dear Tom:

DORAL B2G1F **pre-sleeved** product (6M) has been ordered (see quantities listed below), as well as 32 skus of B2G1F Displays (Item #533174) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-24488	<u>2</u>
Light Men 100	12300-24492	<u>3</u>
Light 100	12300-24489	<u>2</u>
FF 100	12300-24490	<u>1</u>

*Received  
2 ←  
2  
1 Will ship  
additional 2 cases  
ASAP  
10/28/97*

### DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS **STRONGLY RECOMMENDED** THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

**PO #102197**

Product / Premium Arrival:

October 21, 1997

Ship Date to Retail:

Week of: October 27, 1997

SKU CUBE :

1.0195

SKU WT (w/o Product):

1.7300 lbs

Retail Sales Offer per Sku:

21 Offers

51854  
8601

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$1,237.97

**PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.**  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT  
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP  
NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED **CUSTOMER  
LIST**.

**PLACE INTO EACH DISPLAY:**

- \* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)  
*BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100*
- \* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.  
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;  
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

**RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.**  
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$39.20 (2.8 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: 162206

Enclosures:

- Customer List
- Wholesaler Packing Instructions

**Note to RJR Manager:**  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

ACCOUNT NUMBER: 570300 SCHEIDELMAN, INC  
VOUCHER NUMBER: 15377460 1201 THORN ST  
DATE WRITTEN: 11/05/97 UTICA , NY 13502  
STATUS: PAID  
AMOUNT PAID: 39.20 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.80	39.20

EXPLANATION: NOV DOR B2G1F 701647 / 162206

51854 8903